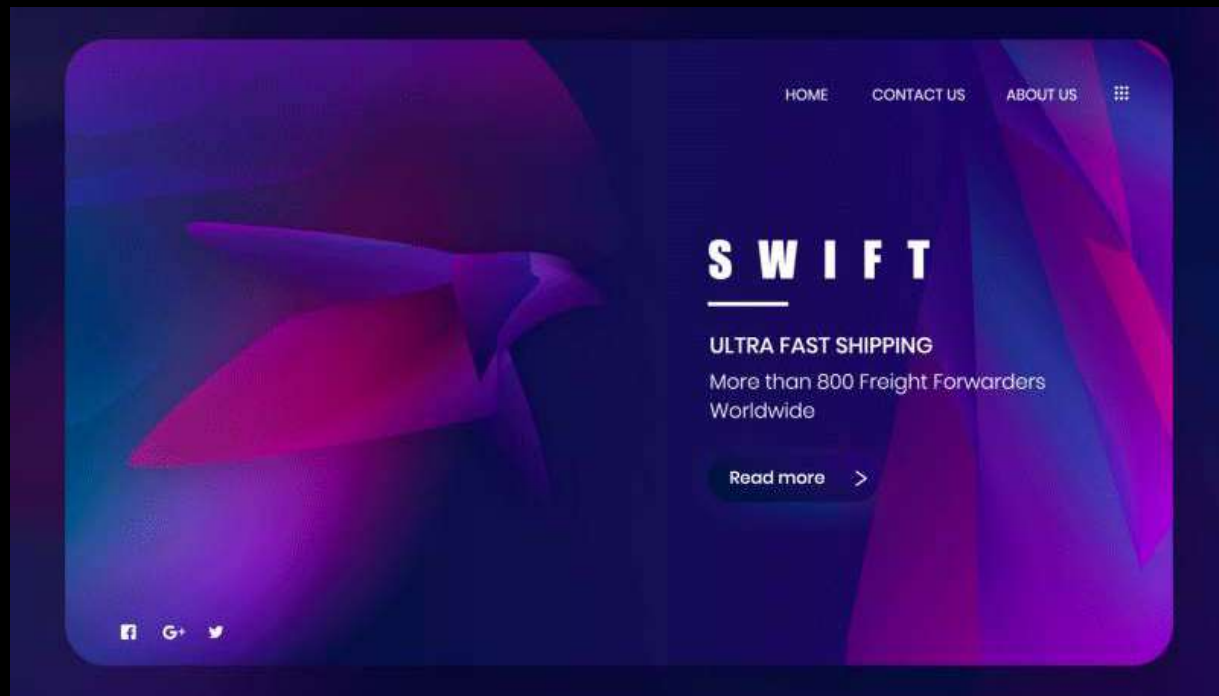


J A R B L Y
WEB & APP DEVELOPMENT

High Level Proposal

JARPLY Web & App Development

<http://JARPLY.com/web>



HIGH LEVEL PROPOSAL

Thank You for the Opportunity to Develop Your Website and/or Application

We look forward to delivering your application and making it the best in class.

Best Regards,
Owner
Jaret Grossman
JARBLY LLC

The following proposal includes information about JARBLY and our processes. We have separated the project into three phases.

Phase One usually culminates in a Backend Framework build for a site or a Tappable Prototype and Functional Requirements Specification for a mobile app.

At the end of Phase Two, we will launch the full website or application solution.

Phase Three will enhance the user experience with additional features during development support and modify the website with revisions.

Please do not hesitate to reach out to us with any questions. We look forward to your feedback! Thank you for your consideration!

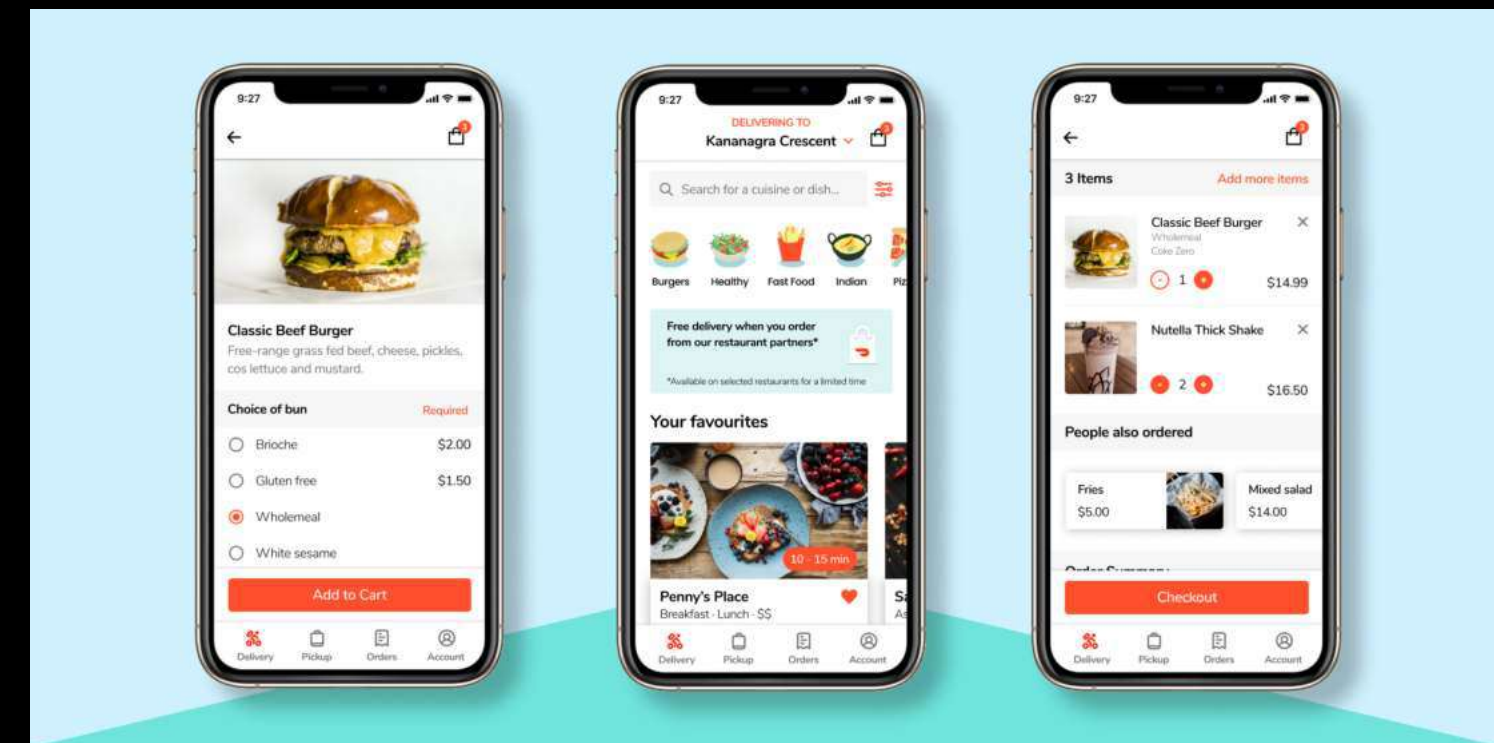
COMPANY OVERVIEW



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WEB & APP DEVELOPMENT



IOS
ANDROID
WEB DEVELOPMENT
WORDPRESS
SHOPIFY
APIS
GRAPHIC DESIGN



JARBLY LLC was founded in 2011 by a "YouTube famous" entrepreneur and focuses on digital development and acquisitions. With a web and app team based in NY, FL, and Silicon Valley with over 20 years of experience developing highly complex applications for Fortune 50 companies, rest assured you are in good hands.

AREAS OF EXPERTISE

With a primary focus on designing and developing web based and mobile app solutions for iOS and Android, we are able to offer our clients world-class quality in both design and engineering.

**MEDIA &
ENTERTAINMENT**

**INTERNET
OF THINGS**

We specialize in Media & Entertainment, Fintech & E-commerce, IoT and Healthcare.

**FINTECH &
E-COMMERCE**

HEALTHCARE

We have extensive experience with enterprise back office and integration.

45+

Years Combined Mobile App/Web Development Experience

65+

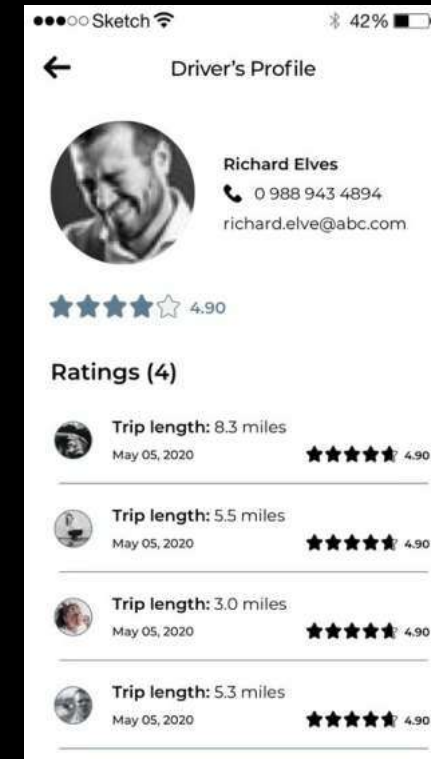
App Projects Completed

TWO COMMA CLUB

Clickfunnel's Prestigious Award

2

Gizmodo Apps of the Day



**OUR TEAM...
EXPERIENCE**

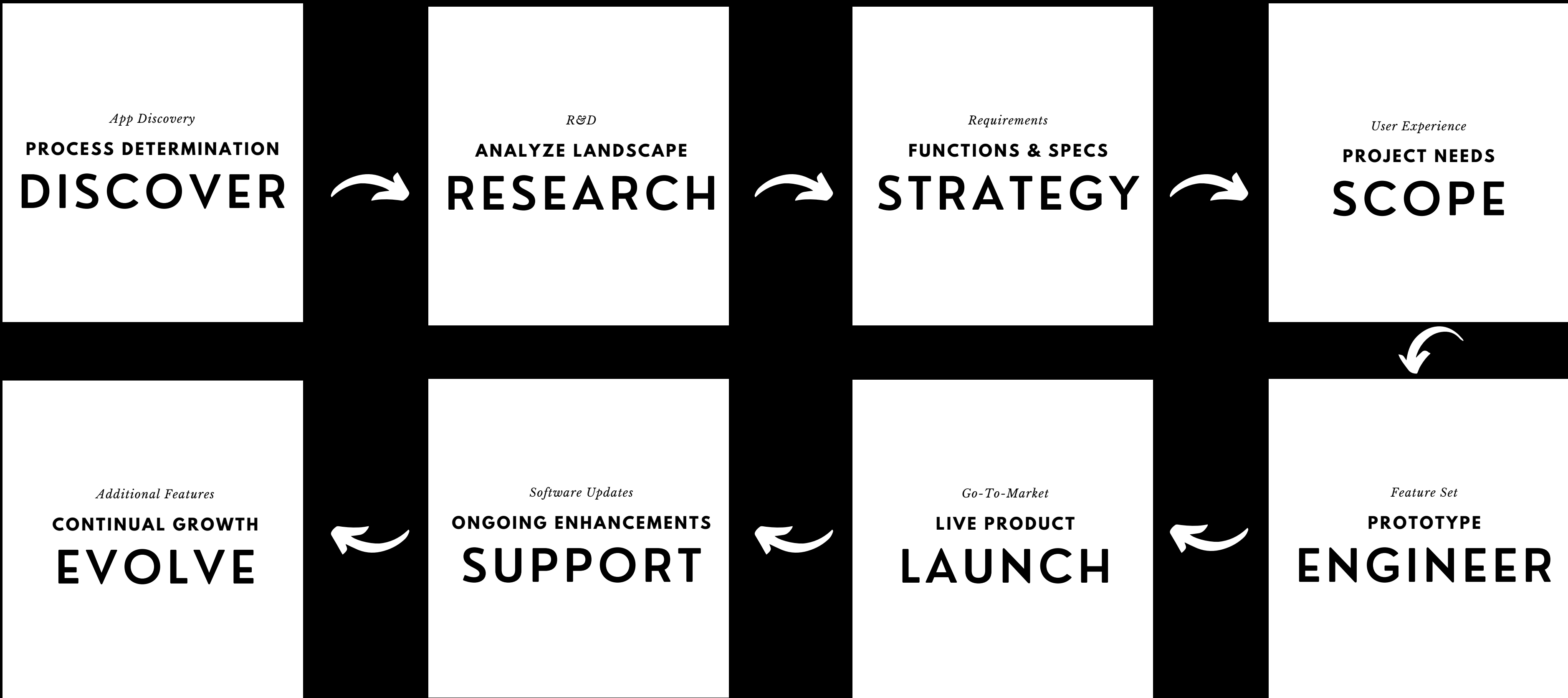
**TOP TALENT.
BROAD SKILLS.
DEEP KNOWLEDGE.
LEADING EDGE.**

World Class Engineers with over 45 years combined mobile app/web experience completing over 65 projects spanning across 7 industries.

Top notch design team with 15+ years combined UI/UX and design experience completing over 50 projects spanning over 11 industries.

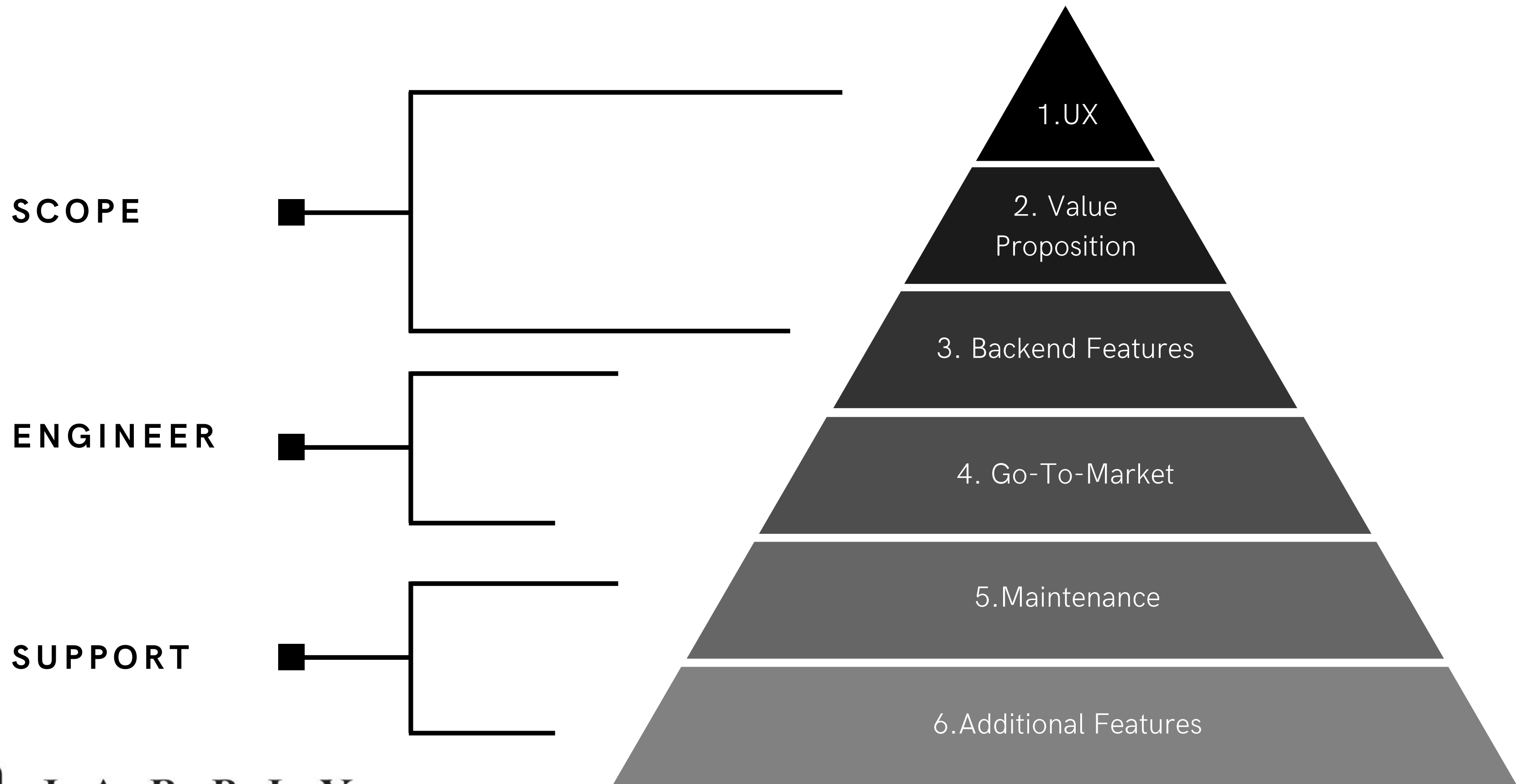


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WEB & APP DEVELOPMENT



JARBLY Process

Focused on realizing your vision, we keep the user experience at the center of our proven process. From our initial discussion to strategizing and post-product launch, we guide and collaborate with you through each stage. Since your unique needs may require more or less effort in each stage, our process adapts to ensure a high quality solution that fulfills your vision--and beyond.



Phase One

- Strategize
- Scope
- User Experience Design

Scope

Deliverable: Functional Requirements Specification

User Experience Design

Deliverable: Tappable Prototype or Backend Framework

Phase Two

- UI/UX (comprehensive material)
- Engineer
- Launch

Engineer

Deliverable: Incremental feature set prototypes.

Launch

Deliverable: Live Product

Phase Three

- Support
- Evolve

Support

Deliverable: Personal white glove service.

Evolve

Deliverable: Sustained success.



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WEB & APP DEVELOPMENT



Phase One: Scope

Building from the Discovery, Research and Strategy, we work closely with your team as we mine the details of the project and meticulously capture every feature, flow and function.

Phase One: User Experience Design

The design process includes branding, logo creation (if needed), user flows, hierarchy, low-fidelity wireframes, high-fidelity UI design, and culminates with a Comprehensive Design Manual. Depending on your needs, we create a Tappable Prototype for user testing or investor pitches.

Phase Two: Engineer

We follow a custom agile development process that prioritizes precision, efficiency and intelligent design. We incorporate the latest technology, adhering to stringent coding standards. Quality Assurance is weaved throughout the process with the product fully regression tested prior to Launch.

Phase Two: Launch

Pre-launch prep goes through an extensive checklist to make sure everything is included, setup and ready to go. We take care of the actual submission to the app stores and resolve any issues to make sure your product is set to go live. On the day of your choice, your product is launched out into the world. Congratulations!

Phase Three: Support

After your product is out there, we stay with you to help make sure your product is a success. We offer simple support plans to fit your needs for maintenance, bug fixes, design changes, enhancements, and consulting services.

Phase Three: Evolve

Successful products keep evolving. We ensure success by providing ongoing analysis, enhancements and maintenance after the initial product launch. We continue to ask what's working, what's not and why. And then provide recommended improvements for user testing. We arm you with the knowledge to make informed decisions. Then we implement them quickly using our proven process.

MILESTONE PROCESS

How this works:

Feature Prioritization

- Identify overlaps of feature sets and prioritize product development accordingly.

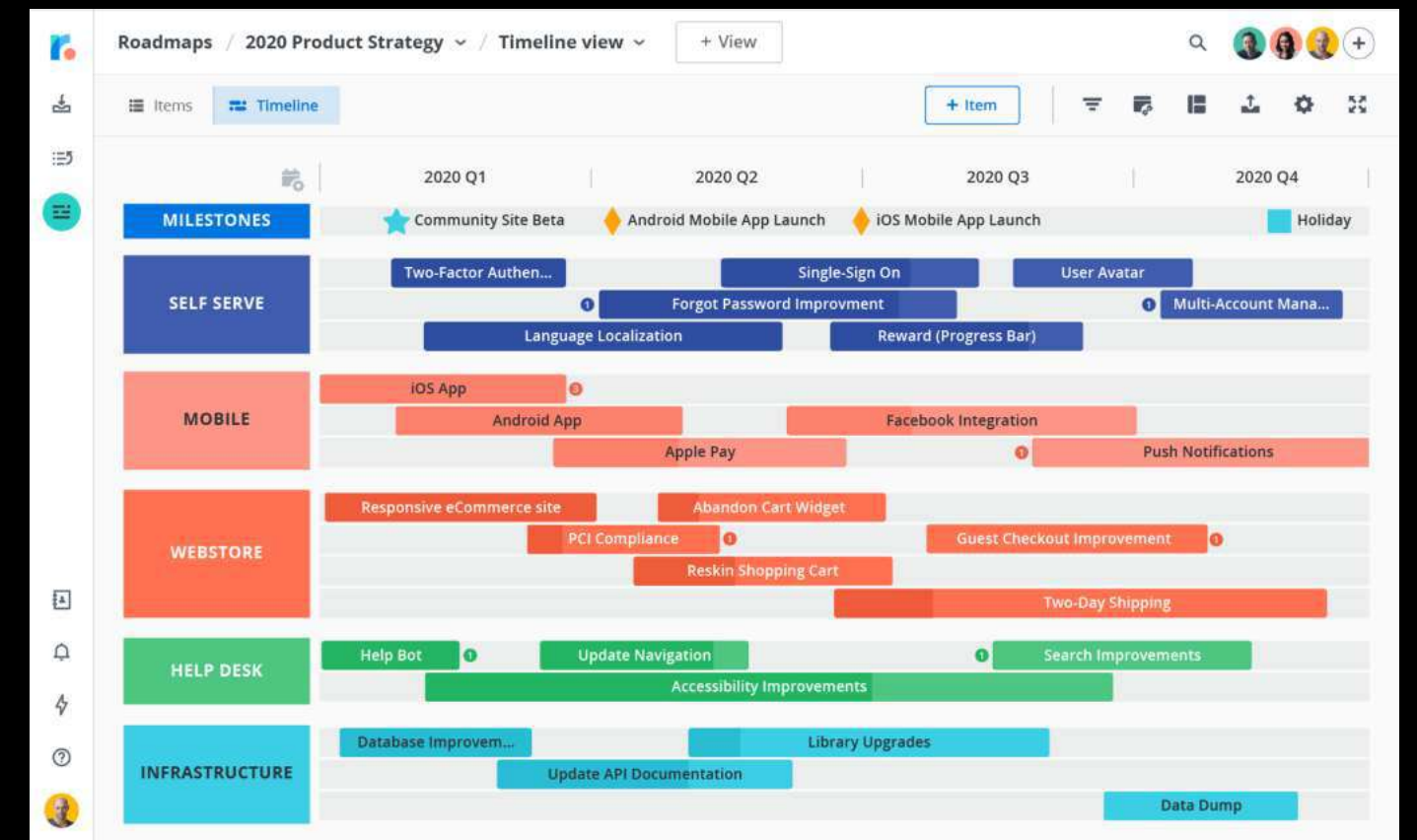
Design and Engineering Input

- We bring together our Design and Engineering teams to get final insights on features.

Feature Release Cadence

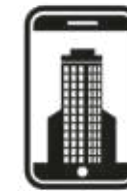
- Although we will define the needed launch features and timing, they will evolve and change based on consumer data insights and overarching business needs and priorities.

Deliverable: Product Roadmap with Milestones



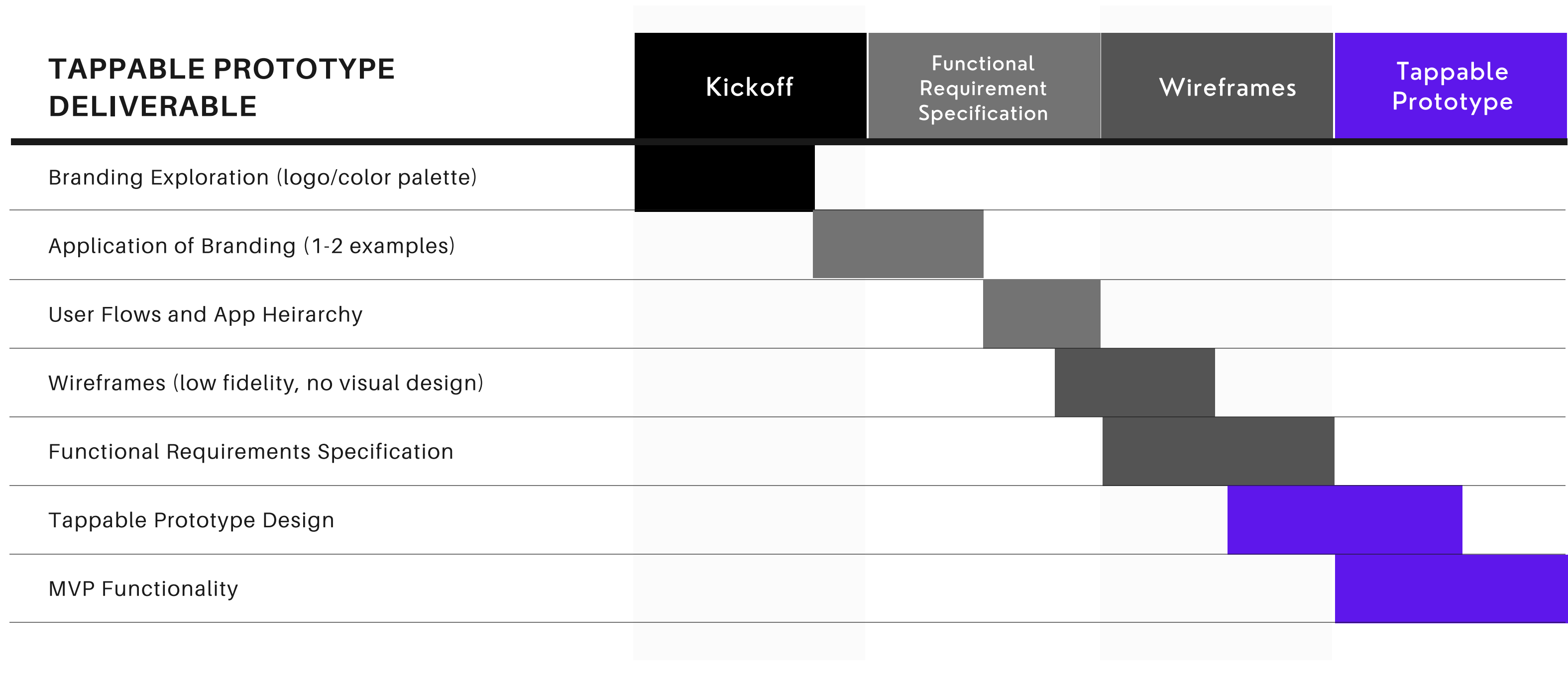
**FEATURE PRIORITIZATION,
GATHER TECH AND DESIGN
INPUT, AND GENERATE A
FEATURE CADENCE PROCESS.**





Our User Experience Design Process: An overview

User Experience



BRANDING EXPLORATION

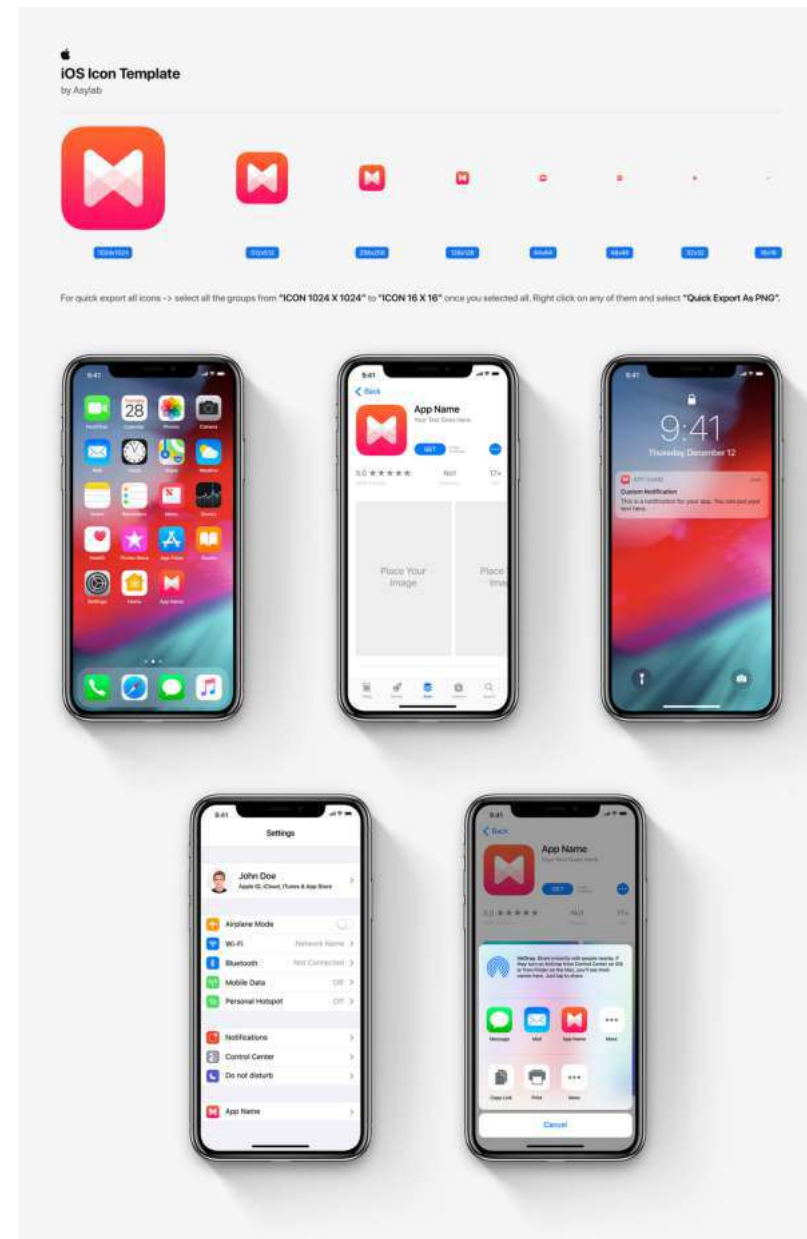
Logo and color palette

How this works:

- We first begin by exploring what your brand means to you. The emotional and practical response you are trying to evoke with your brand is very important for us to pick upon.
- We then start to explore very different concepts from mild to wild of your logo.
- Based on these explorations, we provide you 3 -5 logo directions.
- After identifying 1-2 directions for the logo, we will hone this logo into a logo you can be proud of.
- We then start thinking about the color palette. We will propose to you 2-3 different color swatch (hero, primary and secondary color swatches) that align with your vision.

Deliverables: Digital logo and color palette

**We focus on digital logo, font and color palette (hero, primary, secondary colors)*



WE TAKE GREAT
CARE IN
ENSURING WE
CAPTURE WHAT
YOUR
BRAND MEANS TO
YOU.



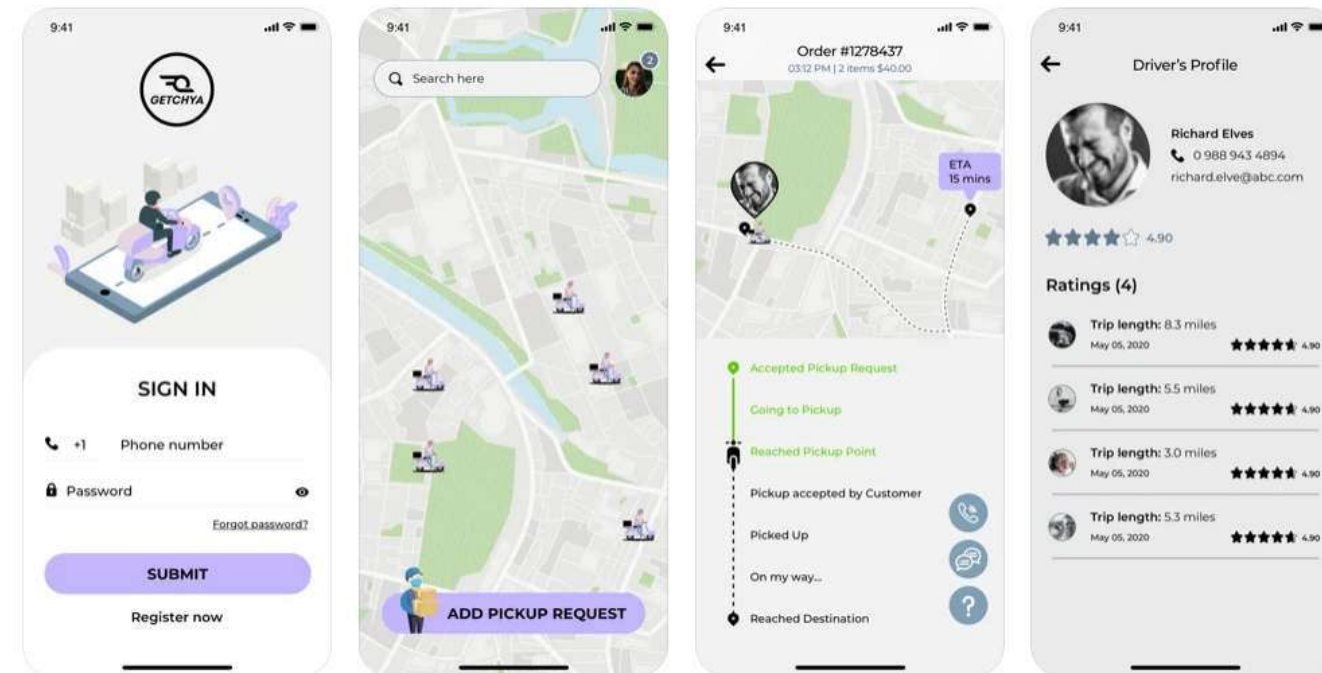
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BRANDING EXPLORATION

Application of branding

How It Works:

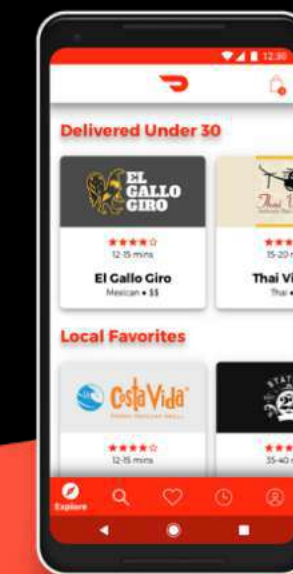
- We apply the favorite 2-3 color swatches to example home screens of the mobile app.
- While the home page may not be accurate at this point, we find that many clients find value in seeing the colors, fonts and logos on a home page.
- After selecting the color swatches, we have a clear path forward to ensure the mobile application matches the intended design.



WE FIND THAT
APPLYING THE
BRANDING AND
COLOR PALETTE
TO EXAMPLE APP
HOME PAGES CAN
HELP SOLIDIFY
THE BRANDING
DIRECTION
CHOSEN.



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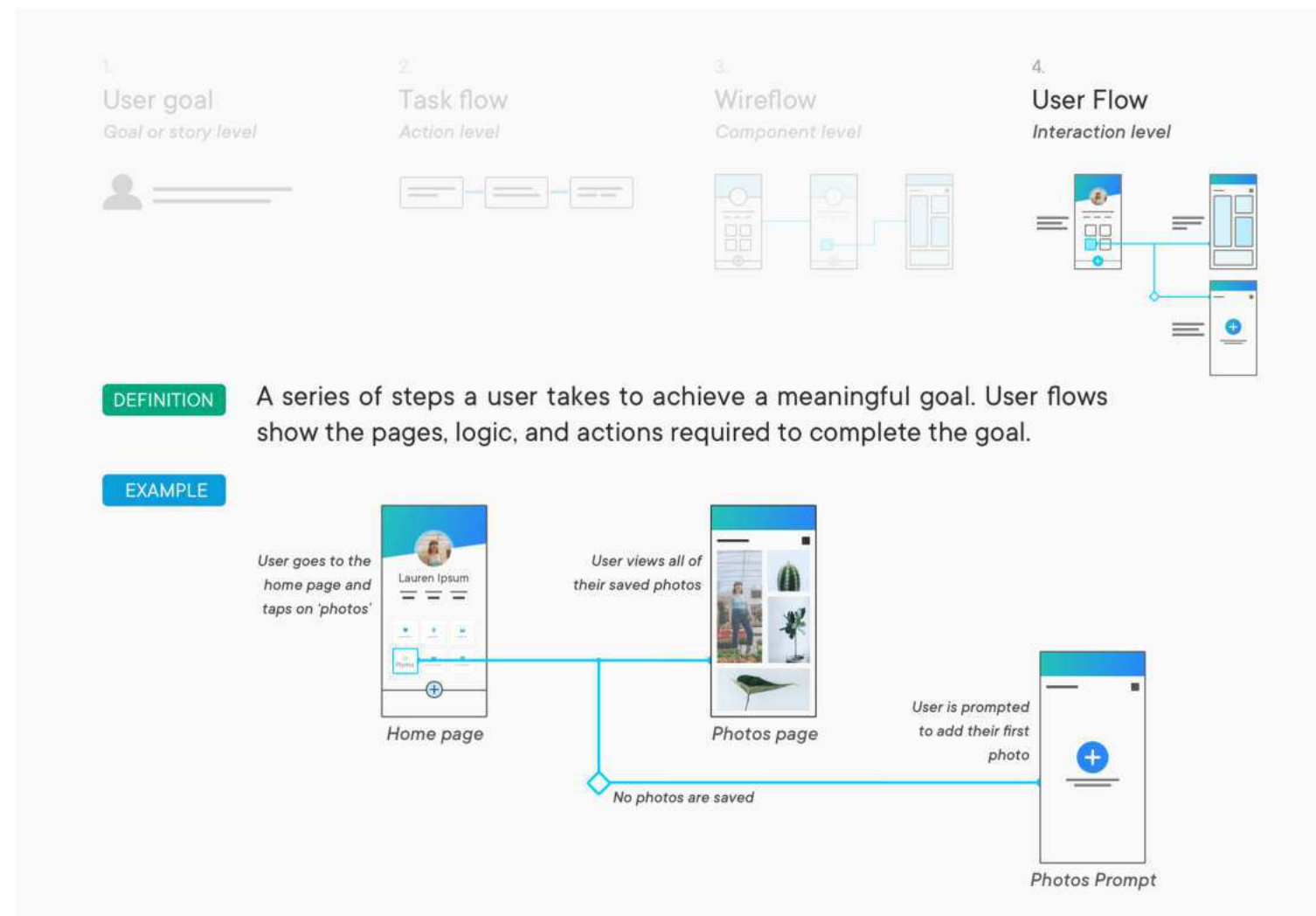
DOORDASH
Redesign for Android

WIREFRAMES

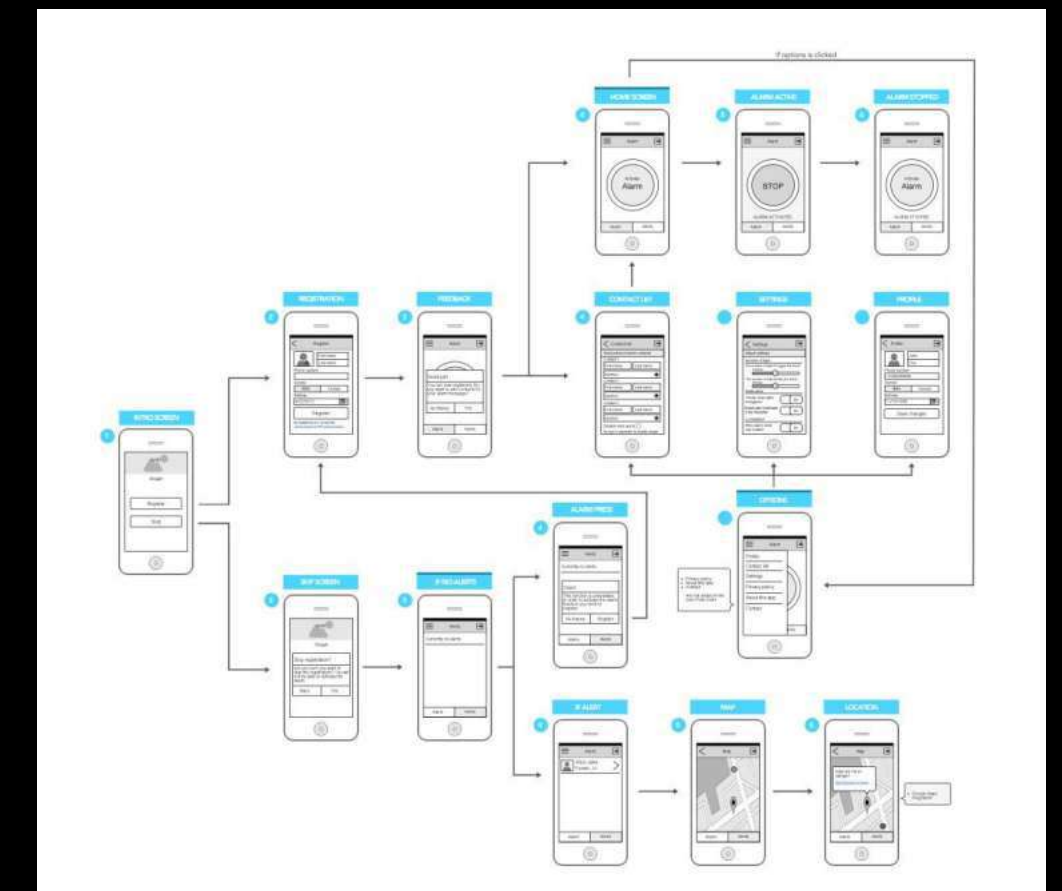
User flows and hierarchy

How this works:

- We begin thinking about how the app should be structured. What kind of navigation should we include? Should it be a tab bar or a hamburger menu?
- Sometimes we will use user experience testing methods like "Card Sorting" to help identify how the content should be organized.



USER FLOWS TELL US HOW A USER PLANS TO USE AN APP. HIERARCHY ALLOWS US TO THINK ABOUT HOW THE APP SHOULD BE ORGANIZED.



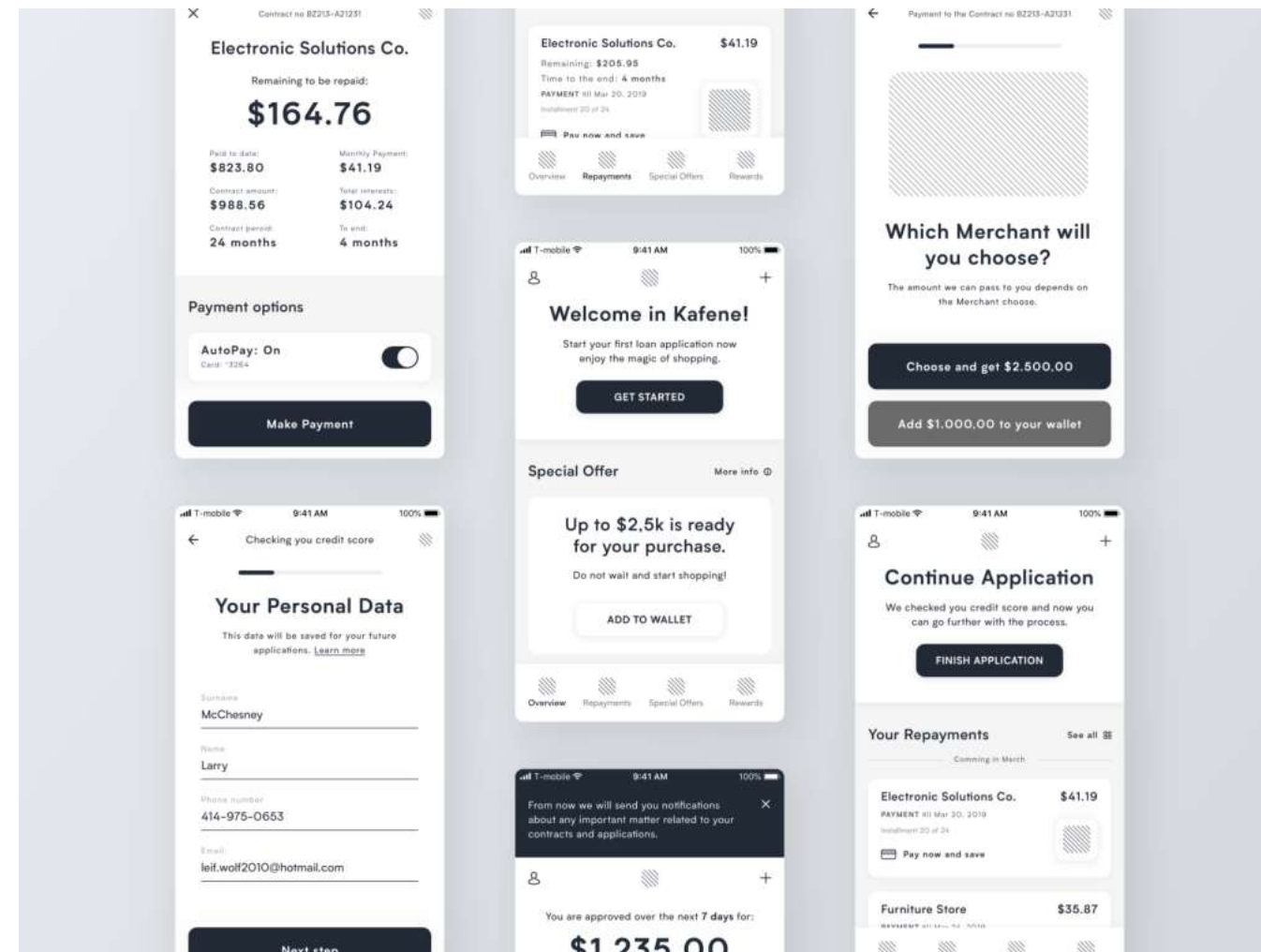
WIREFRAMES

Low-fidelity wireframes

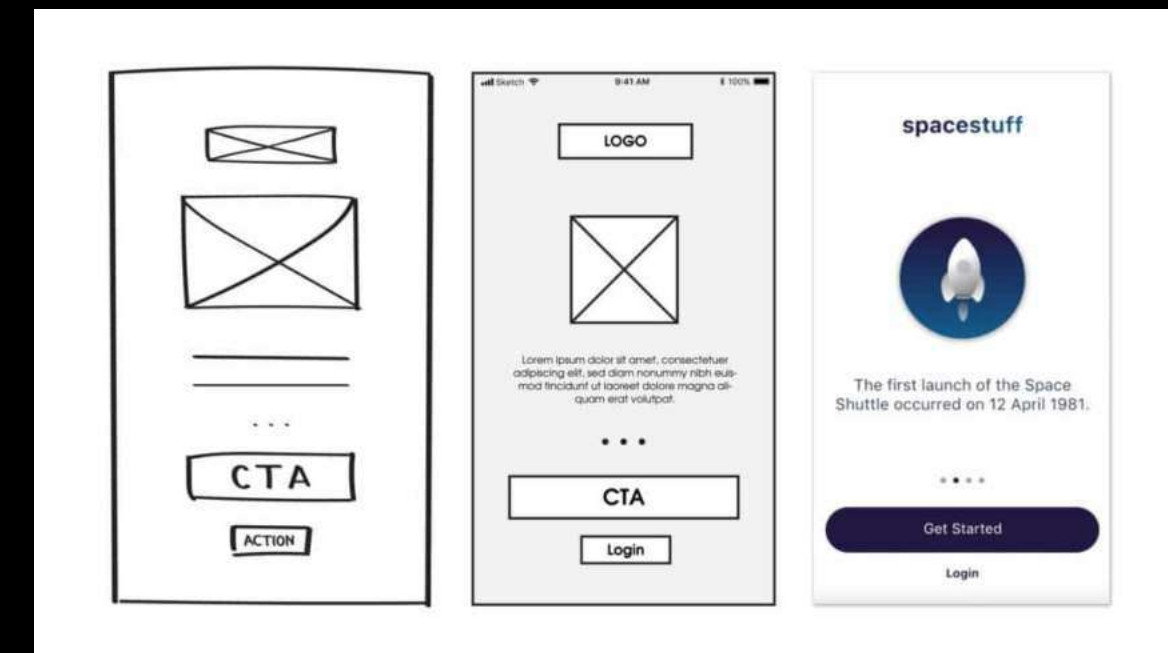
How this works:

- Utilizing the user flows that have been previously discussed, we begin building an experience that contains all the form and functionality that a user may experience. Fonts, colors, buttons and animations are ignored during this phase (low-fidelity)
- Wireframing allows us to develop a user experience that is minimal and simple.

Deliverables: Low-fidelity wireframes



THESE
WIREFRAMES
ILLUSTRATE HOW
AN APP SHOULD
BE
STRUCTURED.
WIREFRAMES
FOCUS ON
NAVIGATION AND
TRANSITION
BETWEEN
SCREENS.



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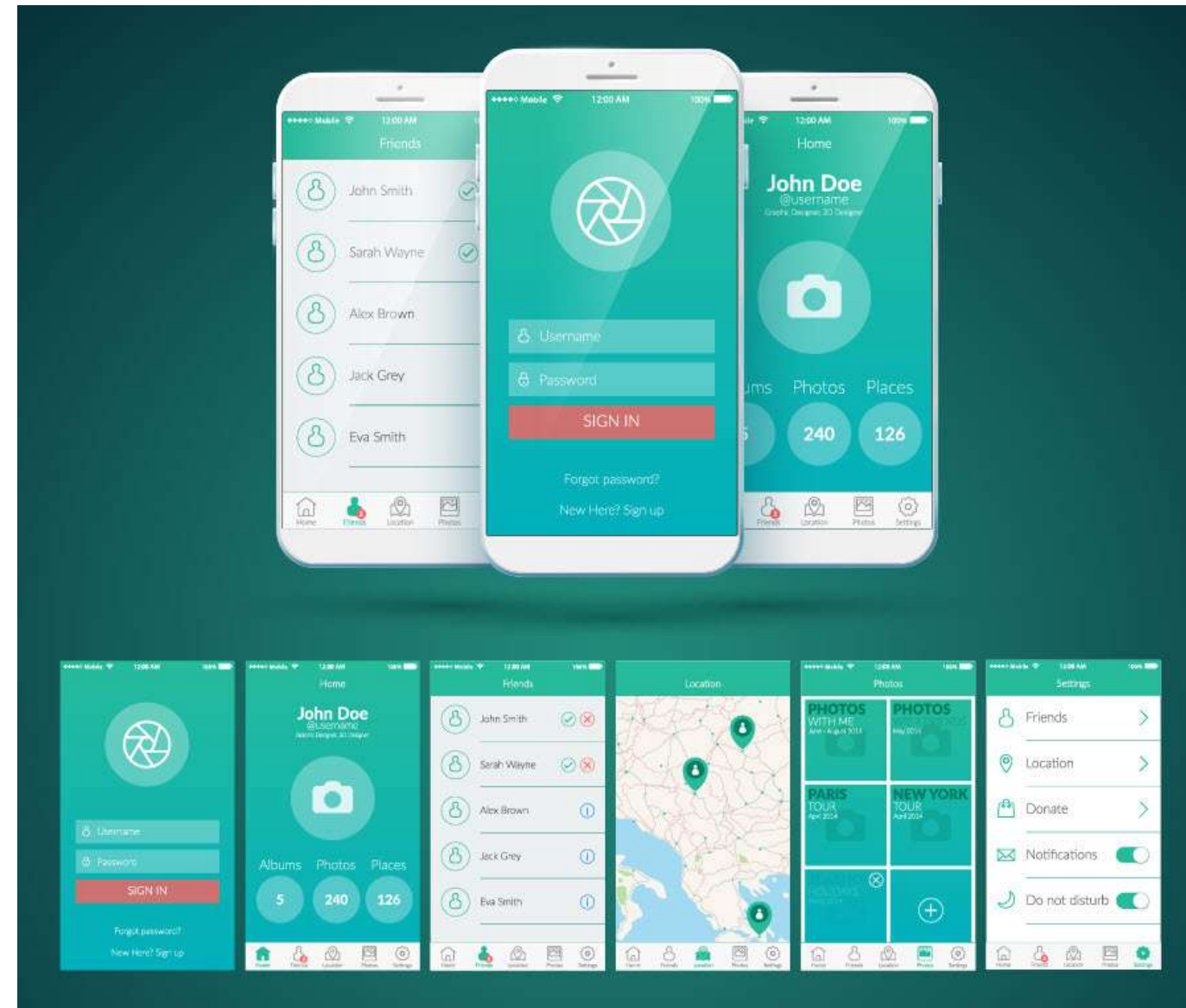
USER INTERFACE

UI design

How this works:

- We begin applying the color palette, fonts and branding to the application.
- During this step we are thinking about how do we ensure that the user experience design (wireframing) is maintained while keeping the brand consistent.
- We think deeply about how to simplify and enhance the overall user experience using visual elements.

Deliverables: Finalized Screens



DURING THE UI DESIGN STEP IS WHEN THE REAL MAGIC HAPPENS. THE WIREFRAMES, BRANDING AND USER FLOWS ALL COME TOGETHER IN FULL COLOR, HI-FIDELITY SCREENS.



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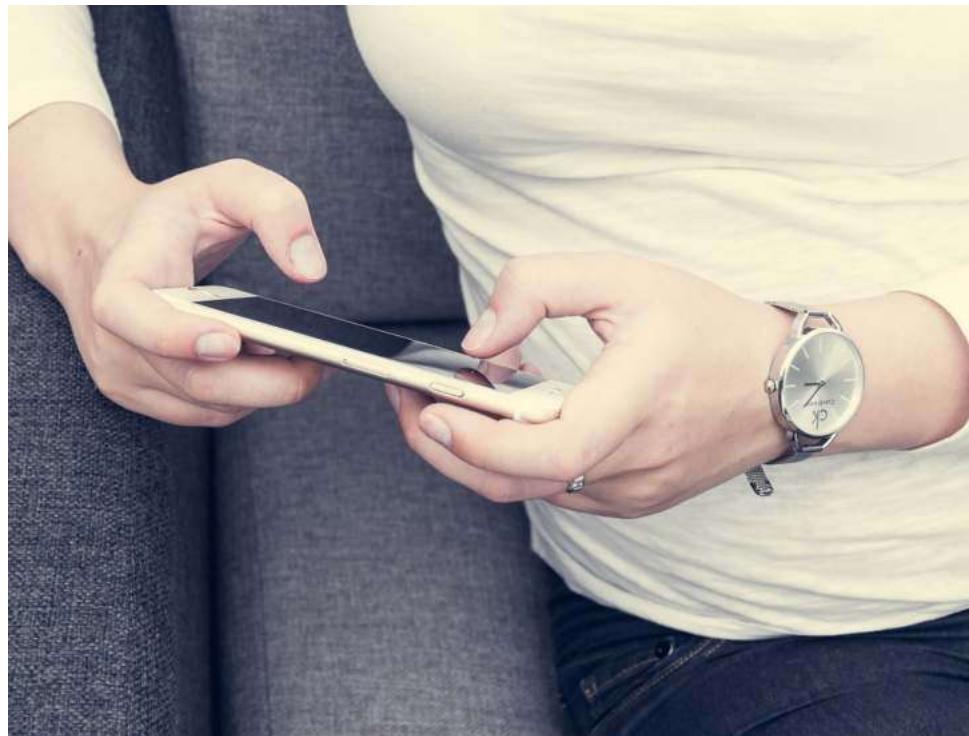
USER INTERFACE

Tappable Prototype design

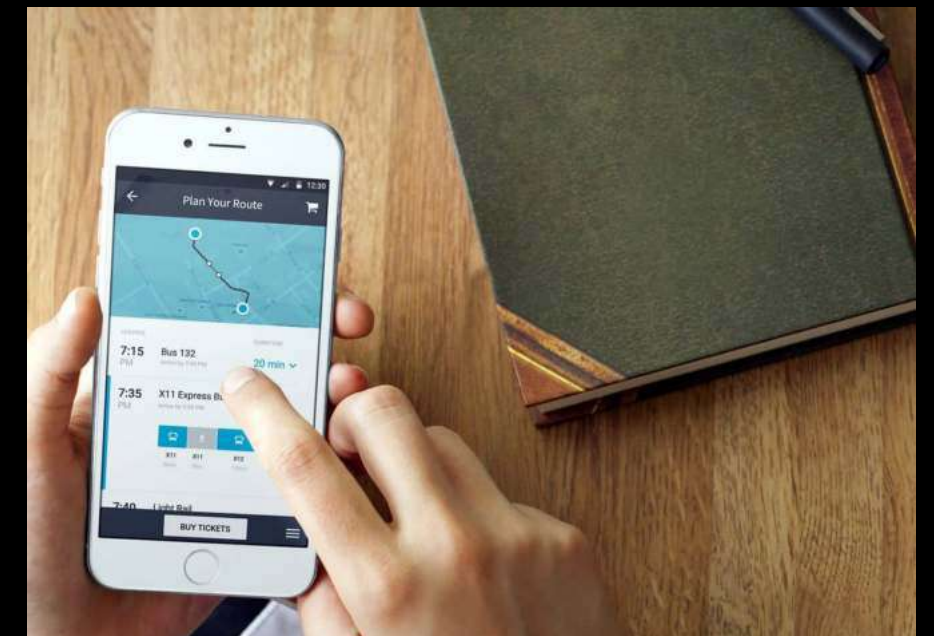
How this works:

- Utilizing the approved UI designs, we connect the screens together in a prototype type tool that allows you to “simulate” screen to screen transitions and button taps.
- We begin thinking about potential animations. Many times, animations can enhance the user experience and taking advantage of subtle, easy transitions can work toward this purpose. Depending on time constraints we do our best to add 2-3 animations to aid the user experience.
- Depending on your needs, we will do extensive user testing utilizing this prototype. And then make modifications as appropriate.

Deliverables: Tappable Prototype



THE PROTOTYPE DESIGN STEP IS WHEN THE UX, UI AND BRANDING ALL COME TOGETHER. UTILIZING A PROTOTYPING TOOL SUCH AS PROTO.IO OR INVISION, WE CREATE RICH PROTOTYPES THAT SOMETIMES CANNOT BE DISTINGUISHED FROM REAL APPLICATIONS.



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Analysis

We continue to ask what's working, what's not and why. Then we provide recommended improvements for user testing. From these results you are armed with the knowledge to decide what enhancements and changes to implement.

Enhancements

Improvements, new features and modifications to existing functionality will keep your app ahead of the competition.

Maintenance

Most of the applications we deploy need minimal bug fixes and maintenance, however bugs do occasionally arise.

- Bug fixing – this can include, but is not limited to, issues illuminated through production testing, high load edge cases and variable file types unexpected by the application.
- Server maintenance – we like to use managed hosting solutions to minimize the amount of hosting maintenance required, but occasionally servers may need optimizations, upgrades and/or database maintenance.
- Browser and Operating system updates – we build to the latest browser and operating systems available but when builds are released we usually need to deploy fixes.

**ONGOING
PRODUCT
EVOLUTION**

**THE LONG-TERM SUCCESS OF A ROBUST APP
HINDERS ON CONTINUOUS PRODUCT
EVOLUTION. WE ENSURE SUCCESS BY
PROVIDING ONGOING ANALYSIS,
ENHANCEMENTS AND MAINTENANCE AFTER
THE INITIAL PRODUCT LAUNCH.**

Technology Base:

(Example Only)

- iOS – Native Coding
- Android – Native Coding
- APIs – RESTful
- Database – MySQL
- Server – AWS Cloud
- 3rd Party APIs – Plaid, Payment Gateway (Stripe or Braintree)
- Admin Panel – PHP

Development Resources Assigned:

(Example Only)

- *Technical Manager
- *Senior Mobile Application Designer
- *Senior iOS Developer
- *Senior Android Developer
- *Senior Middleware/Backend Developer
- *QA Tester

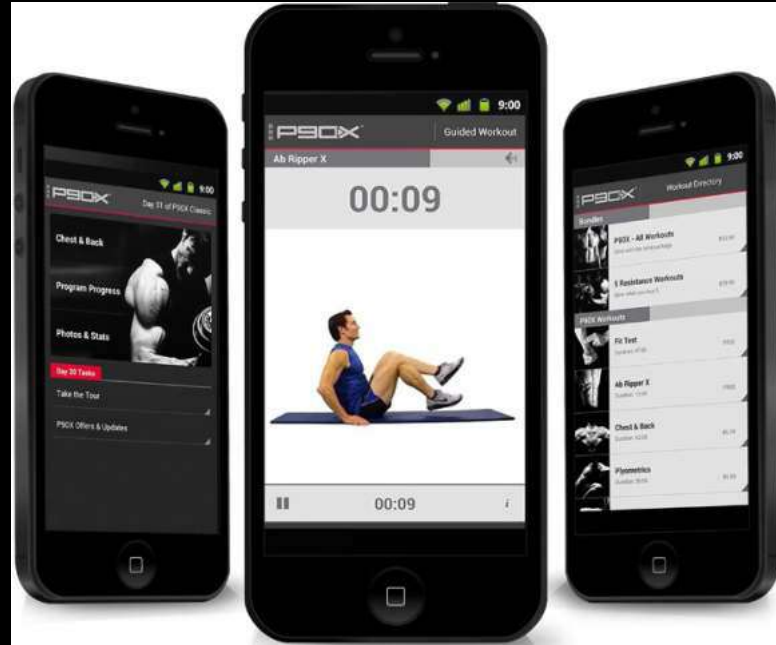
Payment Terms:

(Example Only)

- *Full Application Solution - 30%-50% Down payment with Milestone Payments
- Estimated App Project Length: 3-4 Months for IOS/Android/Web API's/Landing Page
- Estimated Web Project: 2-4 Weeks



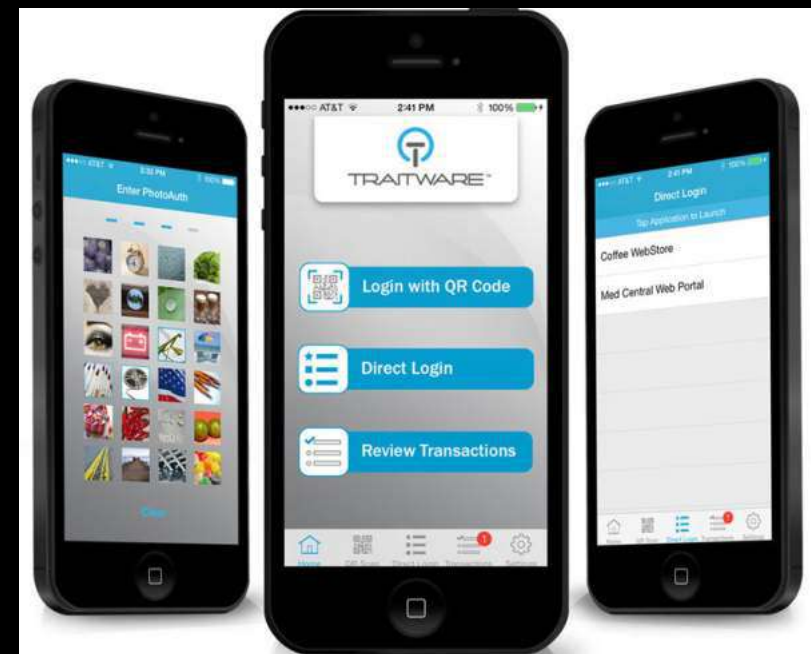
RECENT PORTFOLIO



P90X



okcupid



TRAITWARE



DOORDASH

VERDOTCAPITAL.COM

VITESSEWORLDWIDE.COM

SPECIALMEALSCOMPANY.COM

TABAYER.COM

MUSCLEPRODIGY.COM

MP45.COM

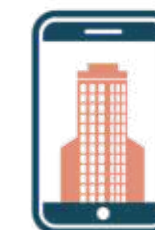
HEALTHYMOMHANDBOOK.COM

BENZOREFORM.ORG

MOMONTHEGOGO.COM

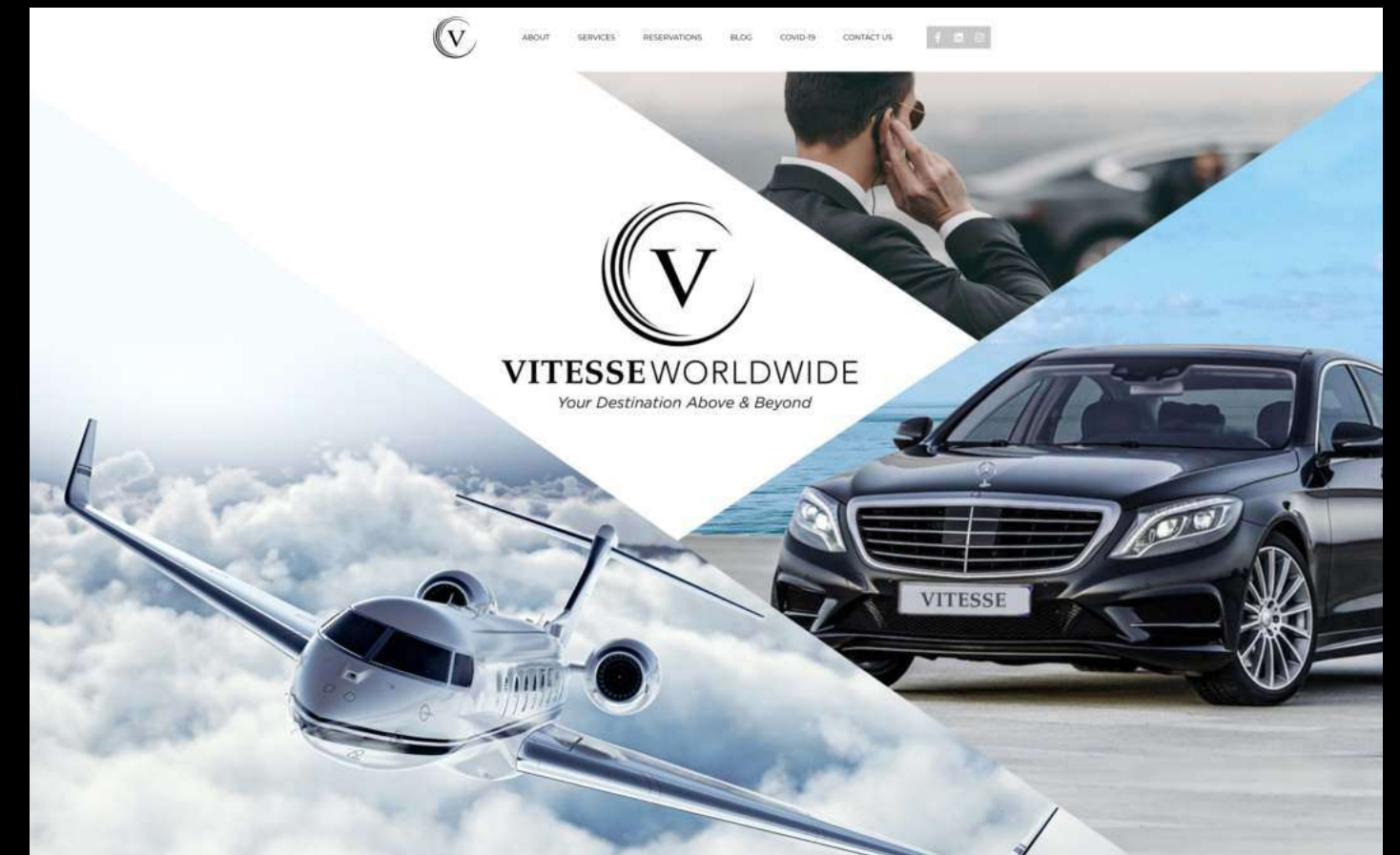
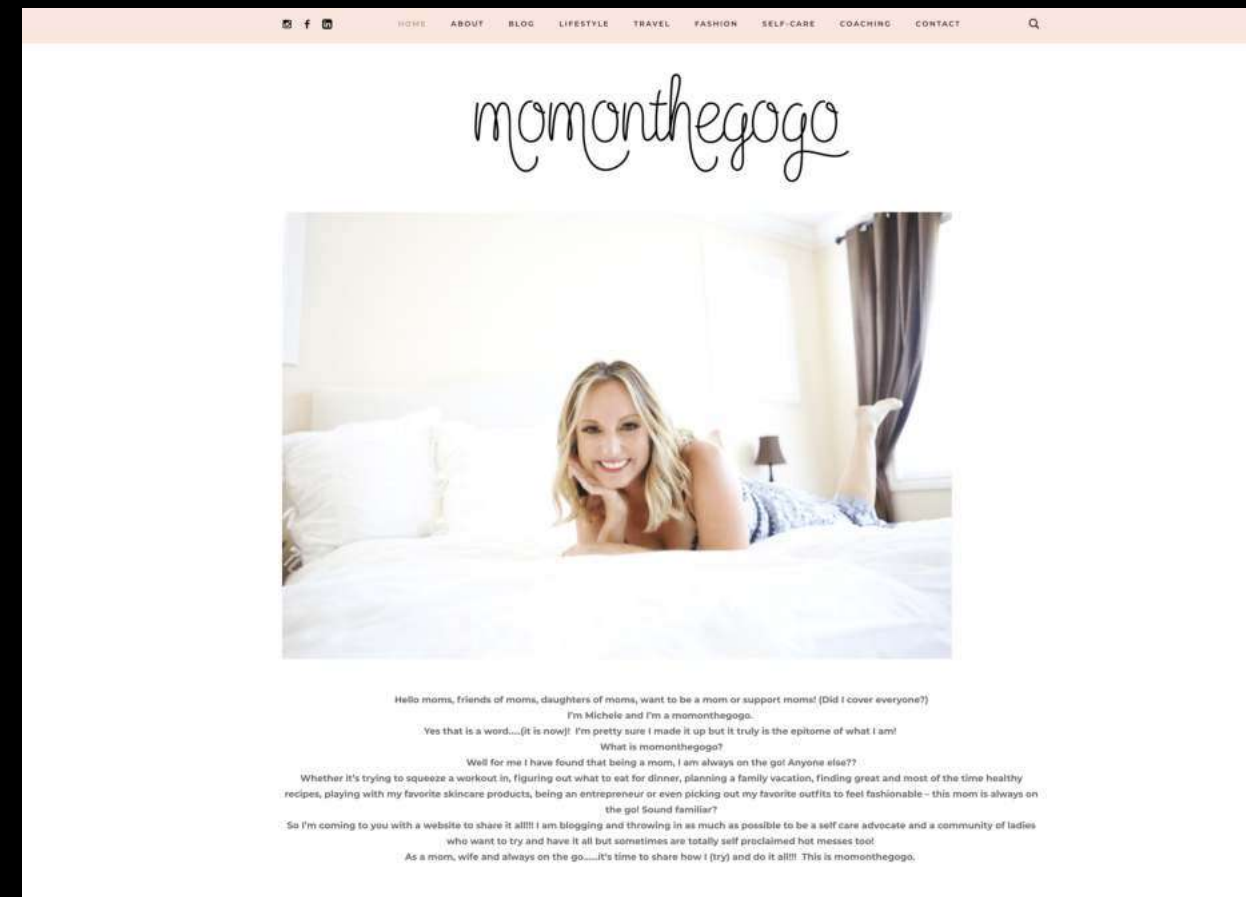
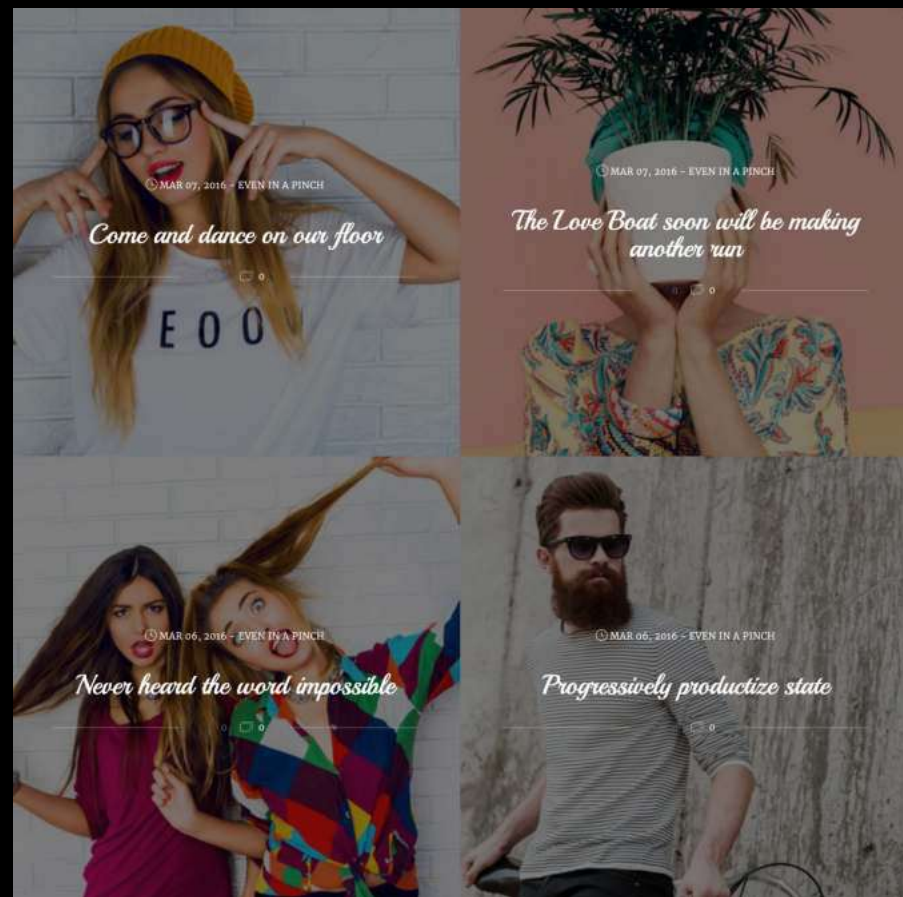
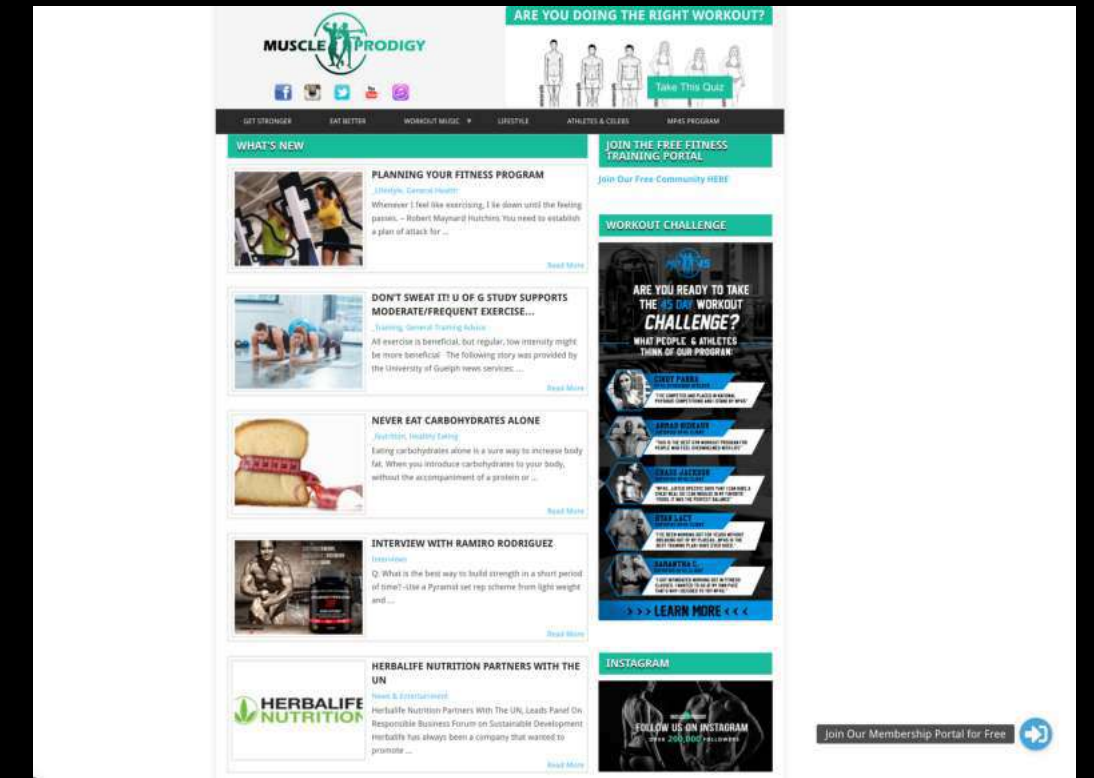
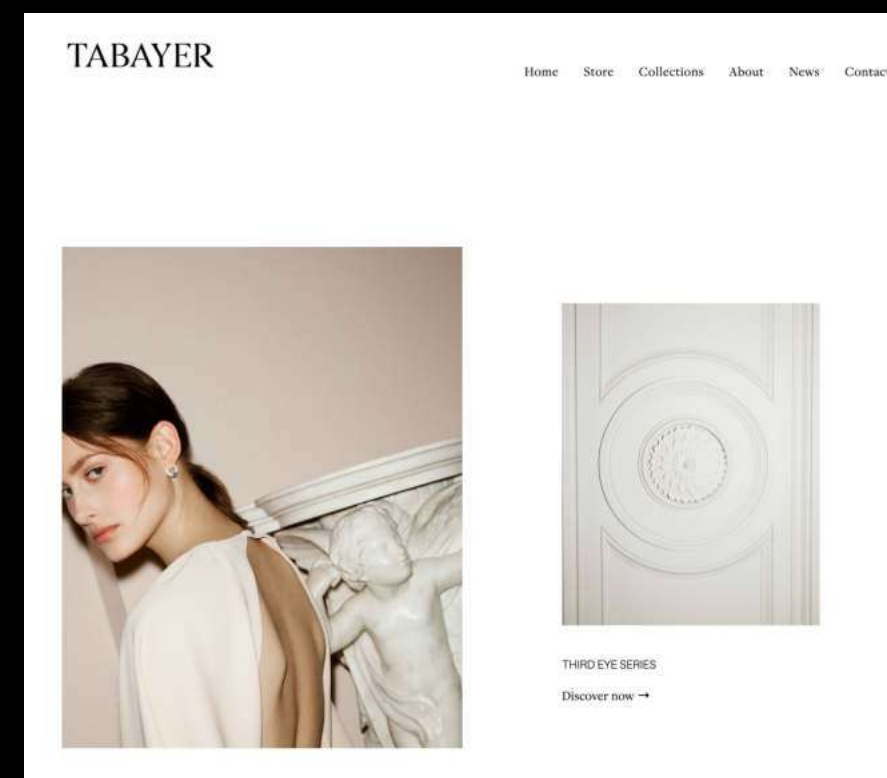
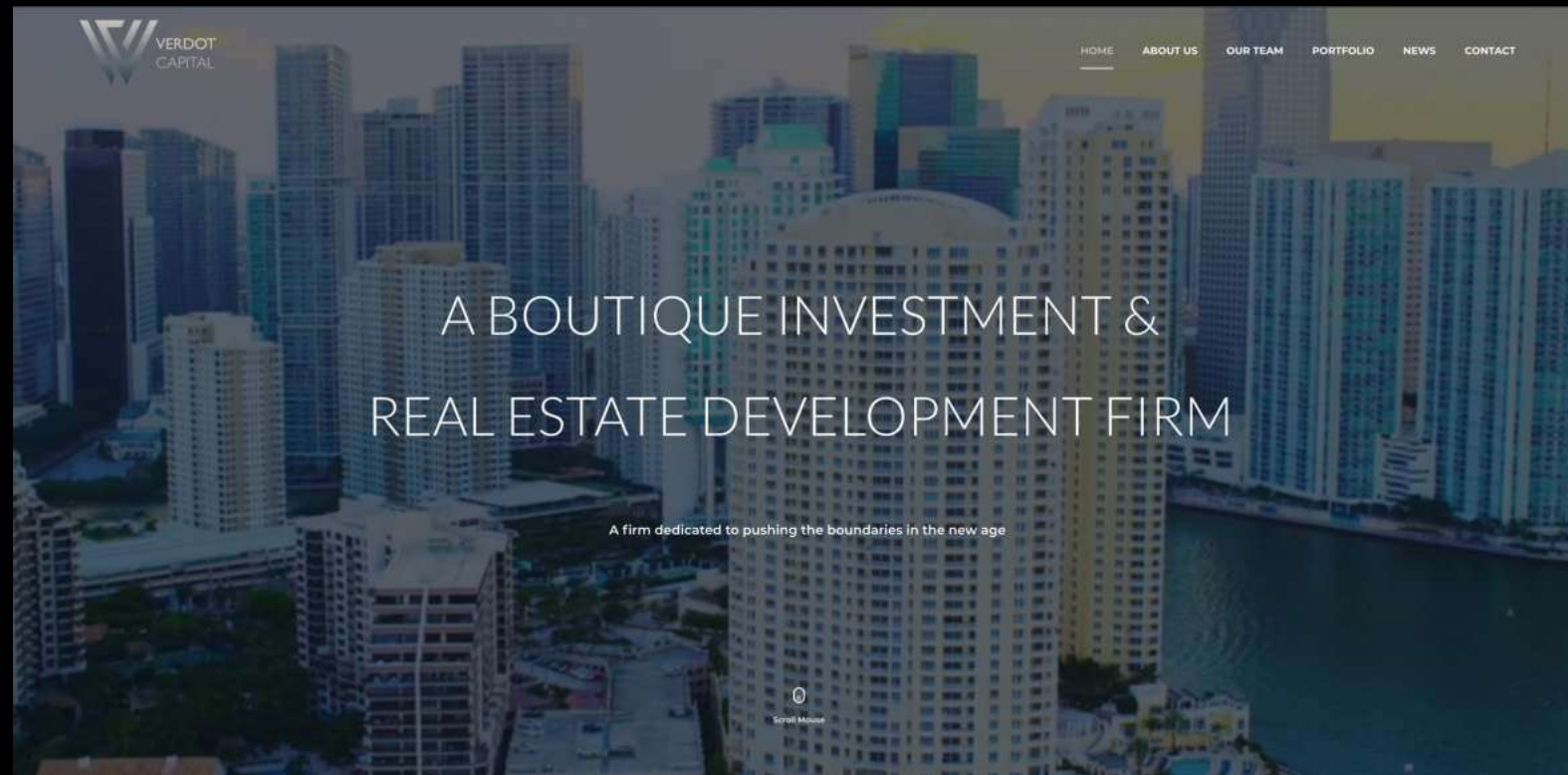
SAVANTGROUPLLC.COM

AND MORE...



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RECENT PORTFOLIO



LUXURIOUS DESIGN TO CAPTURE
THE LEAD.

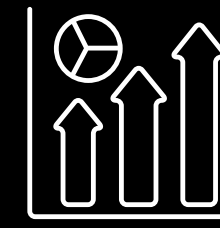
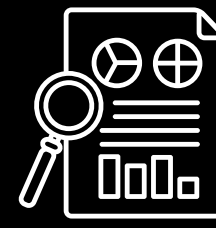
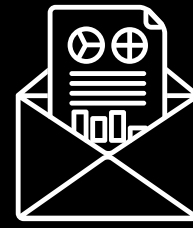
Results Oriented Web & App Design

JARBLY is a firm located in Boca Raton, FL with a focus on building websites, mobile apps, and online ventures. Contact us if you want to get started on your own web project or partner with us on one of our brands. We look forward to working on your next website or mobile app.

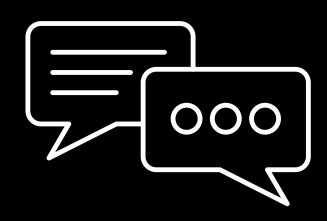
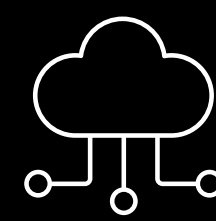
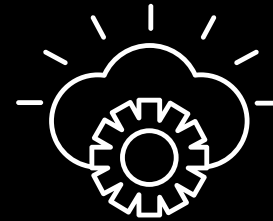
[CONTACT US TO GET STARTED](#)

Thank You

We look forward to working with you!



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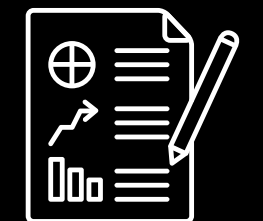
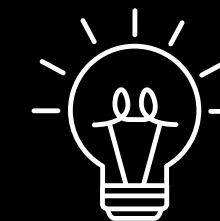
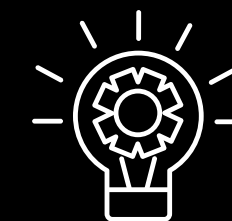
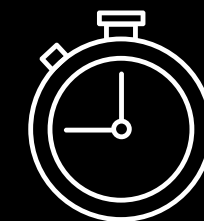
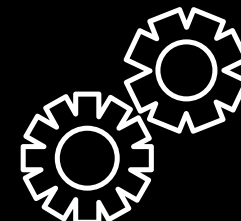
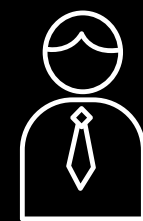
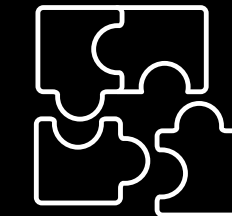
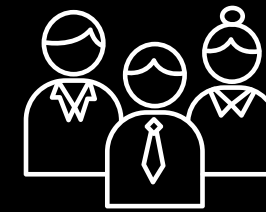
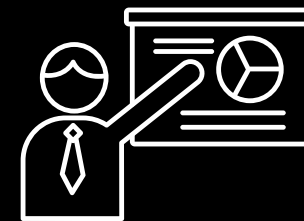
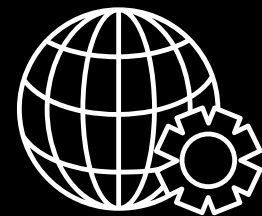
Please contact us to start your project.

Jaret Grossman, Owner
Jaret@jarbly.com

P: (800) 773-1523

M: (516) 864-9349

E: projects@jarbly.com



A JARBLY LLC Company